MASTER OF PROFESSIONAL STUDIES IN THE FIELD OF PUBLISHING

Program Director: J. Warren

Designed for current and aspiring professionals, including post-bachelor and post-graduate students with degrees in other disciplines, the master of professional studies in publishing offers evening courses at GW’s convenient Alexandria Education Center and online, allowing students to complete the degree in two years while working.

The curriculum is regularly reviewed by faculty, which includes nationally and internationally recognized leaders in print and digital publication. This ensures that the MPS provides a solid background for entry into all areas of publishing. Professionals already in the field of publishing can use this program to enhance their careers with exposure to the latest technological advances. To earn the MPS, students must complete 30 credit hours. Core coursework provides a broad foundation of the entire industry, regardless of method of delivery (book, journal, or online), with five tracks focusing on professional roles: editorial, business, design, marketing, and technology.

Visit the program website (http://cps.gwu.edu/publishing/) for additional information.

ADMISSIONS

Admission deadlines: Fall Priority Deadline - February 1; Fall Final Deadline - April 1

Recommendations: Two (2) recommendations (preferably one from a current supervisor)

Prior academic records:

- Transcripts are required from all colleges and universities attended, whether or not credit was earned, the program was completed, or the credit appears as transfer credit on another transcript. Unofficial transcripts from all colleges and universities attended should be uploaded to your online application. Official transcripts are required only of applicants who are offered admission.
- Transcripts from institutions outside the United States must be accompanied by an official transcript evaluation from an accredited independent evaluating agency. Please be sure you request a detailed evaluation that includes all course titles, credit hours, grade-point average (GPA), United States degree equivalency, and date of degree conferral. Please see the list of acceptable foreign credential evaluation services (https://www.naces.org/members.php).

Statement of purpose: In an essay of 250-500 words, state your purpose in undertaking graduate study in this field and describe your academic objectives, research interests, and career plans. Also, discuss your related qualifications, including collegiate, professional, and community activities, as well as any other substantial accomplishments not already mentioned on the application form.

Additional requirement: A resumé.

International students requesting a student visa from GW are not eligible to apply for this program.

Supporting documents not submitted online should be mailed to:
College of Professional Studies - Office of Admission
George Washington University
805 21st Street, NW
Suite 301
Washington DC 20052

Contact for questions:
CPS Office of Admission
applycps@gwu.edu ~ 571-553-0025 (phone) ~ 202-242-1047 (fax)
8:30 am – 5:00 pm EST, Monday through Friday

REQUIREMENTS

The following requirements must be fulfilled: 30 credits, including 13 credits in required courses and 17 credits in additional coursework.

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td>PSPB 6201</td>
<td>Book and Journal Publishing</td>
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<tr>
<td>PSPB 6203</td>
<td>Business of Publishing</td>
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<td>PSPB 6205</td>
<td>Copyright Law in Publishing</td>
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<td>PSPB 6207</td>
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<td>PSPB 6281</td>
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Additional coursework

17 credits. At least one course must be taken from each of the three groups below. Remaining credits may be taken in any other courses on this list as electives; additional elective options are available as special projects and independent study.

Editorial group
### COURSES

**Explanation of Course Numbers**

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-division undergraduate courses that also may be taken for graduate credit with permission and additional work assigned
- Those in the 6000s and 8000s are for master’s, doctoral, and professional-level students
- The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

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<td>PSPB 6126</td>
<td>Children’s Publishing and Media</td>
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<td>PSPB 6214</td>
<td>Professional Editor</td>
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<td>PSPB 6215</td>
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<td>PSPB 6216</td>
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<td>PSPB 6261</td>
<td>Contracts, Rights, and Permissions</td>
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<td><strong>Business and marketing group</strong></td>
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<tr>
<td>PSPB 6221</td>
<td>Publishing Management, Organization, and Strategy</td>
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<td>PSPB 6222</td>
<td>Accounting and Finance for Publishers</td>
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<td>PSPB 6236</td>
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<td>PSPB 6238</td>
<td>Publishing Special Projects</td>
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<td>PSPB 6272</td>
<td>Book Publicity and Promotion</td>
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<td><strong>Technology, production, and design group</strong></td>
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<tr>
<td>PSPB 6213</td>
<td>Elements of Book Design</td>
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<tr>
<td>PSPB 6232</td>
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<td>PSPB 6256</td>
<td>E-Publishing Technologies</td>
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<td>PSPB 6257</td>
<td>Designing for E-Publishing Success</td>
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<td>PSPB 6298</td>
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**PSPB 5099. Variable Topics. 1-99 Credits.**

**PSPB 6126. Children’s Publishing and Media. 2 Credits.**
Explores the children’s media industry with a focus on book publishing. Overview of children’s and YA print, digital, audio, and video segments. Reviews business opportunities, market analysis, trends, demographics, acquisition, and outreach. Prerequisites: PSPB 6201. Recommended background: Prior completion of PSPB 6203.

**PSPB 6201. Book and Journal Publishing. 3 Credits.**
Fundamental aspects of the publishing industry, including business models, acquisitions, production, marketing, and sales for both books and journals. Challenges to the industry and strategic decisions formed and communicated by publishers.

**PSPB 6203. Business of Publishing. 2 Credits.**
Business operations in the publishing industry and how various business practices impact the publishing ecosystem. Book acquisitions, contracts, business plans, and distribution strategies.

**PSPB 6205. Copyright Law in Publishing. 3 Credits.**
Provides students with a foundation in U.S. copyright law as it applies to print and electronic media. Key concepts include exclusive rights, fair use, remedies for infringement, and overall challenges in the application of the law to all media.

**PSPB 6207. Marketing Strategies. 2 Credits.**
Marketing and promotional strategies for print and digital book and journal publishing products. Decisions marketing departments must make to help increase the impact of publishing products.

**PSPB 6213. Elements of Book Design. 2 Credits.**
The role of design in the publishing process. How components of book design, such as typography, imagery, page layout, cover design, printing, and production affect, and are affected by, content, tone, function, and intended audience. Recommended background: Prior completion of PSPB 6259.

**PSPB 6214. Professional Editor. 3 Credits.**
The editorial function and importance of editorial judgment as personified in the acquisitions, developmental, substantive, and copy editor roles. Freelance editing, editorial management, challenges facing the professional editor, and potential editorial career trajectories. Prerequisite: PSPB 6201.

**PSPB 6215. Editing Special Projects. 1 Credit.**
Hands-on, real-world editing, peer review, and evaluation of publishing projects. Practical experience editing special projects, which may include journals, open educational resources, monographs, and books. Prerequisites: PSPB 6201. Recommended background: Prior completion of PSPB 6214.
PSPB 6216. Mastering Book Acquisitions. 2 Credits.
How the publishers identify, select, and publish books. The role of the acquisitions editor in identifying projects, working with authors, and assessing project viability for trade, professional, and scholarly books. Prerequisites: PSPB 6201. Recommended background: Prior completion of PSPB 6203.

PSPB 6221. Publishing Management, Organization, and Strategy. 2 Credits.
Acquire and process relevant management knowledge, learn to think critically about management issues, and apply this knowledge to the realities of publishing and digital content delivery in the twenty-first century. Prerequisites: PSPB 6201 and PSPB 6203.

PSPB 6222. Accounting and Finance for Publishers. 2 Credits.
Accounting and finance in a publishing operation, not as creators of financial documents, but as users of financial information. Emphasis on evaluating financial results in terms of organizational success and viability. Prerequisites: PSPB 6201 and PSPB 6203.

PSPB 6223. Global Publishing. 2 Credits.

PSPB 6225. Audiobook and Podcast Publishing. 2 Credits.
Overview of the audio publishing industry and the ever-expanding options in audio-first content. Audio landscape, business models, rights and licensing, production, distribution, and marketing. Prerequisites: PSPB 6201. Recommended background: Prior completion of PSPB 6203.

PSPB 6226. Contracts, Rights, and Permissions. 2 Credits.
Explores intellectual property rights, contracts, licenses, and ways publishers transfer, manage, or protect rights. Students learn to evaluate and negotiate contract and licensing opportunities, manage permissions, and protect intellectual property. Prerequisites: PSPB 6201 and PSPB 6205. Recommended background: Prior completion of PSPB 6203.

PSPB 6227. Book Publicity and Promotion. 2 Credits.
Overview of strategies, objectives, and tactics for promoting and publicizing new books, monographs, and other publishing products, using examples from trade, academic, and electronic publishing. Prerequisites: PSPB 6201 and PSPB 6207.

PSPB 6256. E-Publishing Technologies. 2 Credits.
Overview of current and emerging content technologies, software and hardware components of a typical publishing system, enabling standards, and publishing systems architecture. Restricted to students in the MPS in publishing program. Prerequisites: PSPB 6251.

PSPB 6257. Designing for E-Publishing Success. 2 Credits.
Principles of digital design, usability testing, search engine optimization, iterative design, and multiple presentational models. Information architecture, usability, and design. Prerequisites: PSPB 6251.

PSPB 6258. Designing for E-Publishing Success. 2 Credits.
Principles of digital design, usability testing, search engine optimization, iterative design, and multiple presentational models. Information architecture, usability, and design. Prerequisites: PSPB 6251.

PSPB 6259. E-Publishing Tools. 2 Credits.
Explores intellectual property rights, contracts, licenses, and ways publishers transfer, manage, or protect rights. Students learn to evaluate and negotiate contract and licensing opportunities, manage permissions, and protect intellectual property. Prerequisites: PSPB 6201 and PSPB 6205. Recommended background: Prior completion of PSPB 6203.

PSPB 6261. Publishing Entrepreneurship. 2 Credits.
Using elements of entrepreneurship and business planning to learn strategies for creating a publishing start up, developing a new imprint, or launching a side venture for an existing publishing business. Prerequisites: PSPB 6201.

PSPB 6262. Book Publicity and Promotion. 2 Credits.
Students work with publishers, advocacy groups, or community groups on a project that applies ethical theories to real-world publishing situations.

PSPB 6263. Publishing Special Projects. 1 Credit.
Students work on management, strategy, marketing, and operations of the GW Journal of Ethics in Publishing and other publishing projects. In groups and individually, students oversee marketing, strategy, and operations for actual projects. Restricted to MPS in the field of publishing program.

PSPB 6264. Fundamentals of Electronic Publishing. 2 Credits.
Digital technologies and trends that have transformed the publishing industry in recent decades, including standards, business models, and technologies and approaches used in electronic publishing.